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European Union

Competitor

Promotion of EU Agricultural Products Outside the EU

2004

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Report Highlights:

The European Commission has approved five programs to promote wine, fruit, olive oil, cheese and organic products in the U.S., Canada, Japan, Switzerland, Russia, Brazil and China.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Brussels USEU [BE2]
[E2]

Promotion of EU agricultural products outside the EU

The European Commission has approved five out of six proposed programs to promote agricultural products outside the EU. The five programs will be carried out over a period of three years and are targeted at the U.S., Canada, Japan, Switzerland, Russia, Brazil and China. The products covered are wine, fruit, olive oil, cheese and organic products. The total cost of the programs is Eur 6 million. Fifty percent will be financed by the EU, the remainder comes from the member state concerned and from the professional organizations that proposed the programs.

Member state	Proposing Organization	Duration	Total cost (in Eur)	EU contribution (in Eur)
France, Germany	UIBV, DWI	3 years	2 449 998	1 224 999
Italy	AIAB	3 years	1 065 600	530 000
Italy	Produttori Moscato d'Asti Associati	3 years	300 000	150 000
Portugal	Commissao de Viticultura a Regiao dos Vinhos Verdes	2 years	863 437	431 718
Portugal	Fenadegas	3 years	1 367 775	680 064
Total			6 046 810	3 016 781

Source: European Commission

Targeted third countries and products concerned:

- Union Professionnelle des Vins du Beaujolais (UIBV), Deutsches Weininstitut (DWI): Japan – Wine
- Associazione Italiana per l'Agricoltura Biologica (AIAB): Switzerland, Japan, Russia, U.S. – organic products
- Produttori Moscato d'Asti Associati: U.S. – wine and cheese
- Commissao de Viticultura a Regiao dos Vinhos Verdes: U.S., Canada, Switzerland – wine
- Fenadegas: Brazil, U.S., Canada, Japan, China – wine, fruit and olive oil

Twice yearly, the competent authorities of the EU member states have to submit the list of promotion programs to the European Commission. EU co-financed measures can cover public relations, promotional or publicity measures emphasizing quality, hygiene, food safety, nutrition, labeling, animal welfare or environment-friendliness. Approved measures can also cover participation at trade shows, information campaigns on the EU system of protected designations of origin (PDO), protected geographical indications (PGI) and traditional specialty guaranteed (TSG) and organic farming. Co-financing information campaigns on EU table wines and spirits with a geographical indication and studies of new markets are also possible. The annex to Commission Regulation 409/2003 lists the third country markets where promotion measures can be carried out and the products which can be covered. The regulation can be downloaded from the Internet at http://europa.eu.int/eur-lex/pri/en/oj/dat/2003/l_062/l_06220030306en00140015.pdf.

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Related reports from USEU Brussels:

Report Number	Title	Date Released
E23190	Promotion of EU Agricultural Products outside the EU	10/9/2003
E23019	EU Promotional Measures in Third Countries	2/10/2003
E21155	EU Third Country Agricultural Promotion	12/19/2001
These reports can be accessed through our website www.useu.be/agri or through the FAS website http://www.fas.usda.gov/scripts/attacherep/default.asp .		